

**WISH**  
**1950 N. Meridian St.**  
**Indianapolis, IN 46202**  
**(317) 923-8888**

# CONTRACT

And:

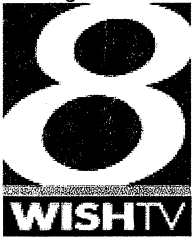
**Media Strategies & Research**  
**11350 Random Hills Road**  
**Suite 670**  
**Fairfax, VA 22030**  
**USA**

<u>Contract / Revision</u> 219078 /		<u>Alt Order #</u>
<u>Product</u> 11-2 to 11-6		
<u>Contract Dates</u> 11/02/12 - 11/06/12		<u>Estimate #</u> 13042
<u>Advertiser</u> POL/Gregg For Indiana (D)		<u>Original Date / Revision</u> 11/01/12 / 11/01/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WISH	<u>Account Executive</u> David Copple	<u>Sales Office</u> Indy Local Sales
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u> IN2114/IN2116/SP175:		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WISH	11/02/12	11/02/12	Daybreak @ 5am	5-530a		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--				1	\$250.00	0.00			
N 2	WISH	11/02/12	11/02/12	Daybreak @ 6	558-7a		:30				NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--				1	\$650.00	0.00			
N 3	WISH	11/06/12	11/06/12	Daybreak @ 6	558-7a		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	-T-----				1	\$450.00	0.00			
N 4	WISH	11/05/12	11/05/12	CBS This Morning @7a	7-8a		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1	\$600.00	0.00			
N 5	WISH	11/03/12	11/03/12	Daybreak Saturday	558-9a		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$450.00	0.00			
N 6	WISH	11/04/12	11/04/12	Daybreak Sunday	558-9a		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S				1	\$350.00	0.00			
N 7	WISH	11/02/12	11/02/12	Noon News	1158a-1230p		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--				1	\$900.00	0.00			
N 8	WISH	11/06/12	11/06/12	Rachael Ray	258-4p		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	-T-----				1	\$300.00	0.00			
N 9	WISH	11/06/12	11/06/12	Anderson Cooper	357-5p		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	-T-----				1	\$300.00	0.00			
N 10	WISH	11/02/12	11/05/12	News 8 @5p	5-530p		:30				NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--				1	\$1,200.00	0.00			
Week:		11/05/12	11/11/12	M-----				1	\$1,200.00	0.00			
N 11	WISH	11/04/12	11/04/12	Sunday 9-10p	858-10p		:30				NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S				1	\$4,000.00	0.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



**WISH**  
**1950 N. Meridian St.**  
**Indianapolis, IN 46202**  
**(317) 923-8888**

<u>Contract / Revision</u>		<u>Alt Order #</u>
219078 /		
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
11/02/12 - 11/06/12	11-2 to 11-6	13042
<u>Advertiser</u>		<u>Original Date / Revision</u>
POL/Gregg For Indiana (I		11/01/12 / 11/01/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
												2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
N 12	WISH	11/02/12	11/05/12	Late Late Show	1237a-137a		:30				NM		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week: 10/29/12		11/04/12	----F--			1	\$175.00	0.00					
Week: 11/05/12		11/11/12	M-----			1	\$175.00	0.00					
												1	\$700.00
N 13	WISH	11/03/12	11/03/12	NCAA Football	NCAA Football		:30				NM		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week: 10/29/12		11/04/12	-----S-			1	\$700.00	0.00					
Totals										0.00		15	\$11,700.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	15	\$11,700.00	\$9,945.00
<b>Totals</b>	15	\$11,700.00	\$9,945.00

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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# Station Order Revised Add to Schedule Gregg for Governor 2012

**Market:** Indianapolis

Estimate ID

**Flight Dates:** Friday, November 02, 2012 to Tuesday, November 06, 2012

13042

**Contact:** Brent Denny

**Phone:** 317-923-8888

**Email:** Brent.Denny@WISHTV.com

**Fax:** 317-926-1144

**Direct:** 317-704-8731

## WISH-TV

Program Name	DP	Days	Length	Gross Rate	Fri Nov 02	Sat Nov 03	Sun Nov 04	Mon Nov 05	Tue Nov 06	Total
WISH 5a News	EM	M-F	30	\$250.00	✓ 1					1
5:00 AM 5:30 AM			30	\$250.00						
Sold out at LUR per WISH. Move to S3 to clear.										
WISH 6a News	EM	M-F	30	\$650.00	✓ 1					1
6:00 AM 7:00 AM			30	\$650.00						
Sold out at LUR per WISH. Move to S1 to clear.										
WISH 6a News	EM	M-F	30	\$450.00					1	1
6:00 AM 7:00 AM			30	\$450.00						
Sold out at LUR per WISH. Move to S3 to clear.										
CBS This Morning	EM	M-F	30	\$600.00				1		1
7:00 AM 8:00 AM			30	\$600.00						
Sold out at LUR per WISH. Move to S1 to clear.										
Saturday 7a News	EM	Sa	30	\$450.00		1				1
6:00 AM 9:00 AM			30	\$450.00						
Sold out at LUR per WISH. Move to S2 to clear.										
Sunday 6a News	EM	Su	30	\$350.00			1			1
6:00 AM 9:00 AM			30	\$350.00						
Sold out at LUR per WISH. Move to S2 to clear.										
WISH Noon News	DT	M-F	30	\$900.00	✓ 1					1
12:00 PM 12:30 PM			30	\$900.00						
Sold out at LUR per WISH. Move to S2 to clear.										
Rachael Ray	EF	M-F	30	\$300.00					1	1
3:00 PM 4:00 PM			30	\$300.00						
Sold out at LUR per WISH. Move to S2 to clear.										
Anderson Cooper	EF	M-F	30	\$300.00					1	1
4:00 PM 5:00 PM			30	\$300.00						
Sold out at LUR per WISH. Move to S3 to clear.										
WISH 5p News	EN	M-F	30	\$1,200.00	✓ 1			1		2
5:00 PM 5:30 PM			30	\$2,400.00						
Sold out at LUR per WISH. Move to S1 to clear.										
The Good Wife	PT	Su	30	\$4,000.00			1			1
9:00 PM 10:00 PM			30	\$4,000.00						
Sold out at LUR per WISH. Move to S2 to clear.										
Craig Ferguson	LF	M-F	30	\$175.00	1			1		2
12:37 AM 1:37 AM			30	\$350.00						
Sold out at LUR per WISH. Move to S2 to clear.										

Suzanne Collins

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 11/1/2012 12:55:42 PM

WISH-TV

Page 1 of 2

suzannel@mediastrategies.com



# Station Order Revised Add to Schedule Gregg for Governor 2012

**Market:** Indianapolis

Estimate ID

**Flight Dates:** Friday, November 02, 2012 to Tuesday, November 06, 2012

13042

**Contact:** Brent Denny  
**Email:** Brent.Denny@WISHTV.com

**Phone:** 317-923-8888  
**Fax:** 317-926-1144  
**Direct:** 317-704-8731

## WISH-TV

				Fri	Sat	Sun	Mon	Tue			
				Nov	Nov	Nov	Nov	Nov			
Program Name	DP	Length	Gross Rate	02	03	04	05	06	Total		
NCAA Football	SP	Sa	\$700.00		1				1		
2:00 PM 5:00 PM		30	\$700.00								
11/03:TBD											
Station Gross Totals			\$11,700.00	5	2	2	3	3	15		

Suzanne Collins

**Media Strategies and Research**

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzannel@mediastrategies.com

Date/Time Sent: 11/1/2012 12:55:42 PM

WISH-TV

Page 2 of 2

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> WISH-TV      Indianapolis	<b>Date:</b> 11/1/2012
---	---------------------------

I, Media Strategies and Research,  
 being/on behalf of: John Gregg, a legally  
 qualified candidate of the Democratic political  
 party for the office of: Governor  
 in the General  
 election to be held on: Tuesday, November 06, 2012  
 do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED SCHEDULE					
Date of First Broadcast:			Date of Last Broadcast:		
Friday, November 02, 2012			Tuesday, November 06, 2012		

**Total Charges: \$11,700.00**

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Gregg for Indiana

and you are authorized to announce the time as paid for by such person or entity.  
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Mike Claytor

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

Thursday, November 01, 2012

Date



Signature

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title